



# Getting The Most From Your Media Dollars

Thursday April 8, 2010  
Spark Communications



Phone call : Hi there this is Justin Cogswell from Acme publishing, I wanted to reach out about running your great destination in our magazine and websites here in Tucson, Az. We reach the key decision makers for family travel in this area and can really drive significant brochure requests through our online sign-up program. I would expect you would see 10,000 new brochure requests from the Tucson area if you sign up for our winter travel special. Please give me a call at 555-1212 at your earliest convenience to discuss.





## The Questions before the cost

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- Brochure requests?
- Family travelers?
- Magazine or online?
- Winter visitations ?
- Tucson?
- Is 10,000 requests enough?

All of these are answered by setting a good media strategy





# Agenda

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## The Media Marketplace Today

- Overall Trends and Implications

## The Media Planning Process

- Who, What, When, Where, How Much

## Bringing the Plan to Life

- Media selections, Partnering

## Measuring Plan Results

- Metrics and Techniques



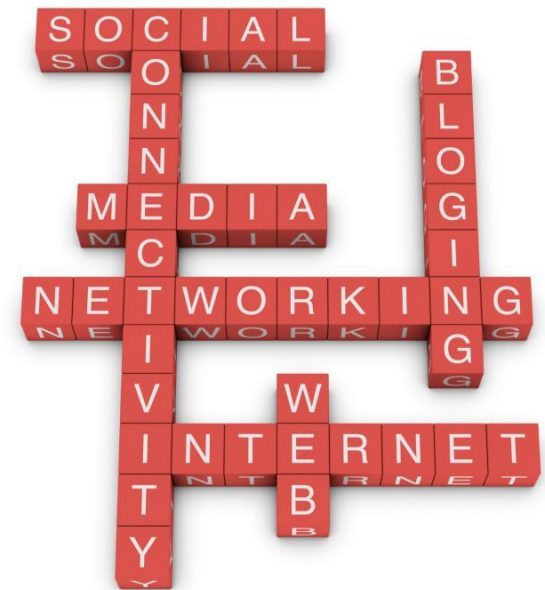
# The Media Marketplace Today





# Four Trends

1. Proliferation of Choice
2. Digital Technologies at Critical Mass
3. Consolidation and Convergence
4. Consumer Generated Media





# Trend #1 – Proliferation of Choice

**Advanced Out of  
Home – 400M+ BB's**



**Ad Targeting  
108 Million Homes**



**Satellite Radio &  
Internet Radio  
10 Million  
Subscribers/70%  
Penetration Online**



**Internet / Broadband  
155 Million Users /  
60+ Million BB Users  
(tipping point)**



**Portable Audio  
25+ Million Units**



**DVD Player  
55 Million Homes**



**Interactive Program Guide  
16 Million Homes**



**65% cell phone  
U.S. penetration**



**Gaming  
50%+ Penetration  
(Depending on Demo)**



**DVR  
8.0+ Million Homes**



**Video On Demand  
20 Million Homes**

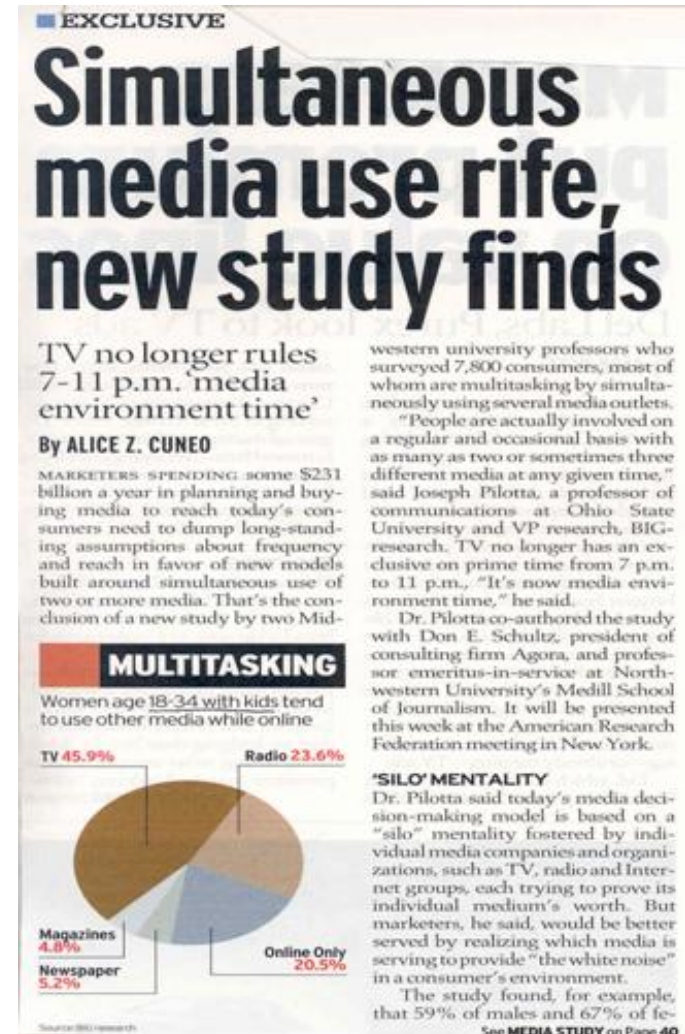
# Consumers are bombarded





# The 31-hour Day

- All Americans time pressed, multi-tasking to keep up



Trend # 1  
**PROLIFERATION OF CHOICE**

Implication:

We need a disciplined approach to selecting which media to use and when and why are consumers most attentive and receptive?



## Trend # 2 – New Technologies at Critical Mass

**55** % of TV viewers watch video on another device including their computers, mobile phones and digital music players.

### VOD



**324** % increase in VOD hours watched between 2006 & 2008

### Online



**43** % of the online population has watched their favorite TV show online

**400** % increase in online hours watched between 2006 & 2008

### DVR



**41** % of moms have a Digital Video Recorder in their HH

**204** % increase in DVR hours watched between 2006 & 2008

### Mobile



**36** % of consumers using their cell phone as an entertainment device

**50** % increase in use of mobile phone for entertainment in last year



TIME

PERSON OF THE YEAR

You.

Yes, you.  
You control the Information Age.  
Welcome to your world.



**I Want**

What I want, when

Trend # 2  
NEW TECHNOLOGIES  
AT CRITICAL MASS

Implication:

Consumers are in control. We need to  
shift our mindset from 'selling' to  
'serving'

## Trend #3 – Consolidation and Convergence

liquid content:  
any form, anytime, anywhere.



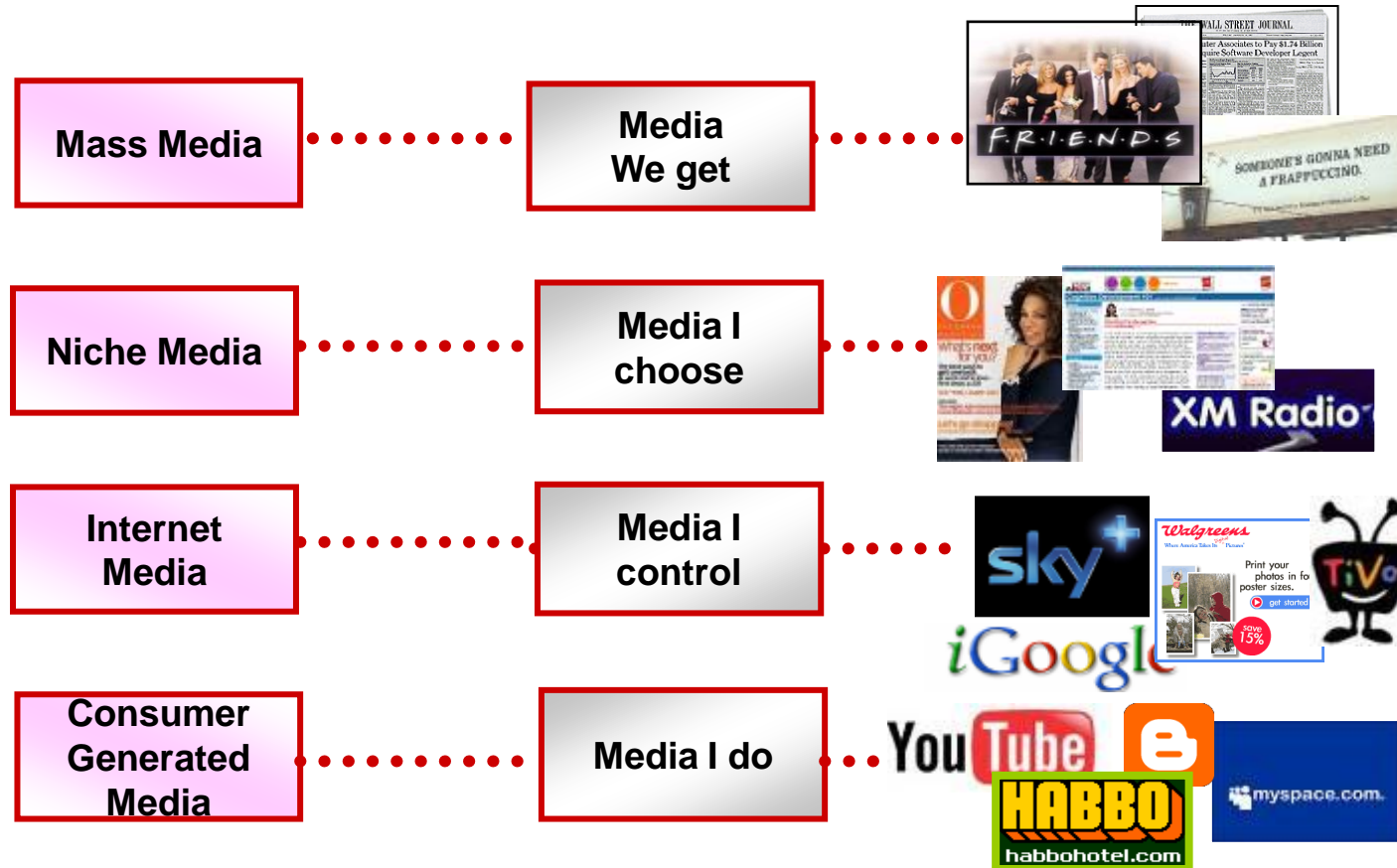


Trend # 3  
CONSOLIDATION  
AND CONVERGENCE

Implication:

We have the opportunity to partner with  
the media suppliers across distribution  
channels

# Trend #4 – Consumer Generated Media



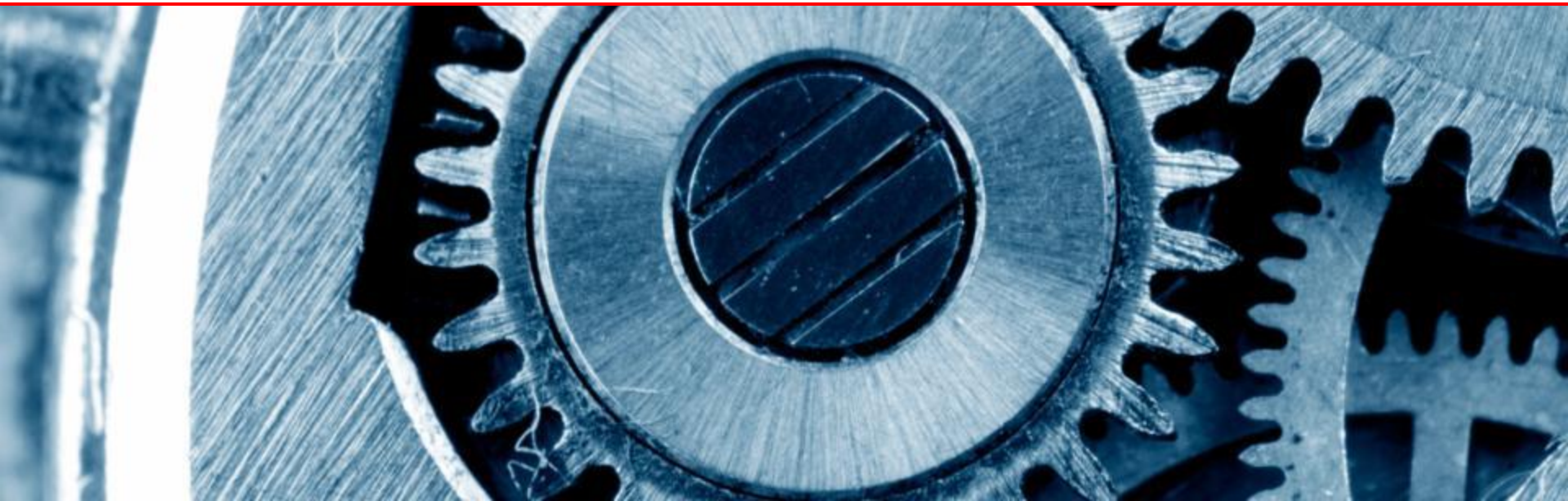
Trend # 4  
CONSUMER GENERATED  
MEDIA

Implication:

We need to listen to the social conversation about our brands and participate in and/or instigate them where appropriate




## The Media Planning Process





# Data is key Ingredients to get started

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- 
- **Business Review**
  - **Marketing Objectives & Strategies**
  - **Key initiatives**
  - **Competitive Data**
  - **Sales Data (including seasonality and geography)**

# Addressing the Business Challenge with the Media Plan: Media Objectives

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- Once you understand:
  - The challenges the business is facing
  - What you must accomplish to improve the business
  - The role marketing will play in helping to meet the business objectives
  - What advertising will communicate to consumers

→ It is time to develop media objectives

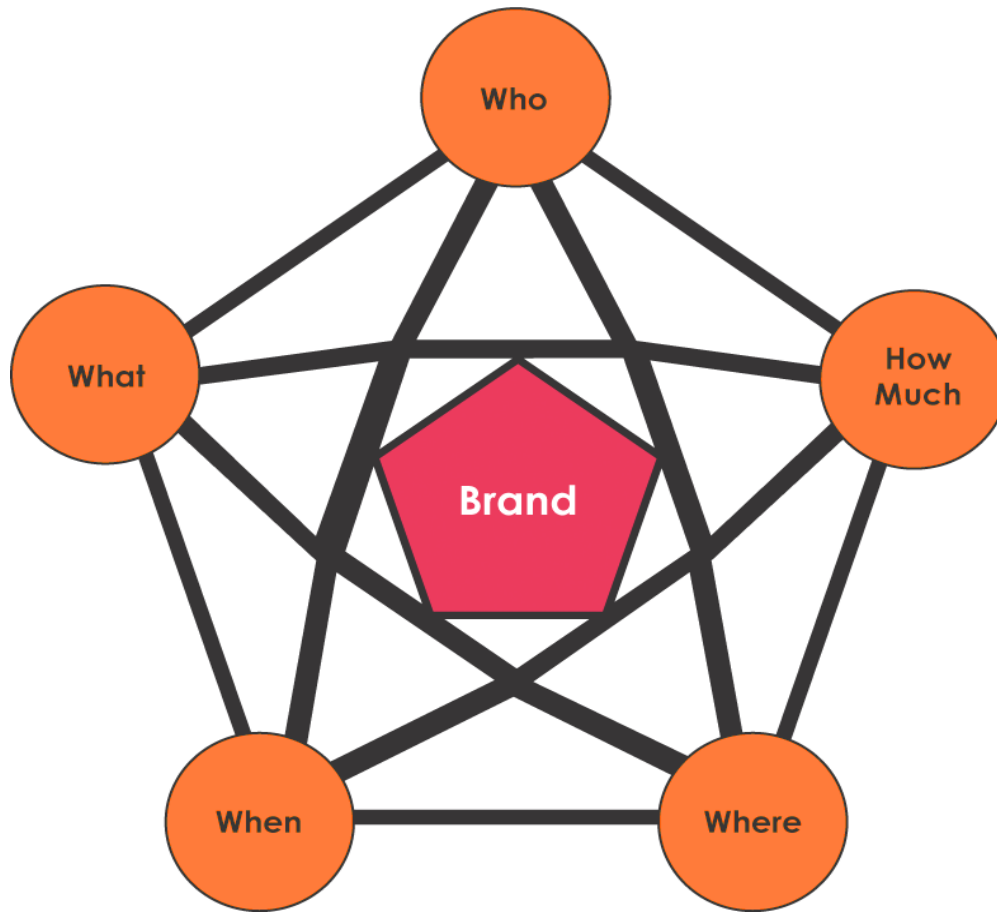
- Definition: The goals that are most important in helping you, the client meet the marketing objectives
- The **media objectives** set the tone for how media strategies will be developed

# Media Objectives need to inspire your direction

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- Example #1:
  - Improve consumer perception of Glacier Country among existing area travelers who currently vacation in neighboring states or destinations
  
- Example #2:
  - Aggressively build awareness of new Missoula hotel launch for the upcoming summer travel season
  
- Example #3:
  - Drive 500 new leads for snowcoach winter vacation special via website

# Contact Framework





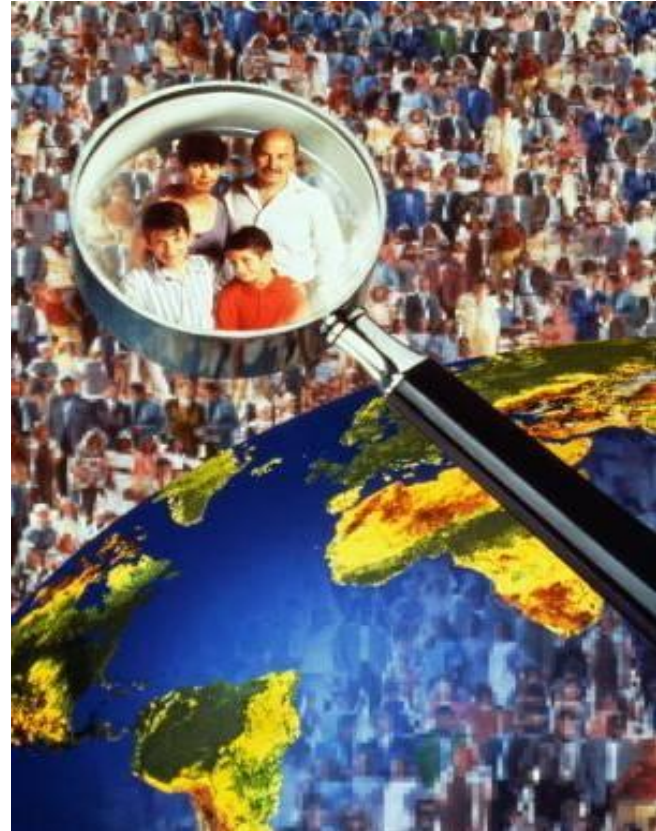
# *The WHO*

A description of the  
**target audience** for the  
communication plan

The target audience should:

***Focus,  
Inform,  
Inspire,***

...the rest of the plan





**Key watch out!**  
**Target understanding drives all other  
decisions in the Contact Framework**



## A large crocodile is being held by a crowd of people in a public square. The crocodile is lying on its back, with its head towards the top left and its tail towards the bottom right. It is surrounded by a large group of people, mostly men, who are standing around it. Some people are holding the crocodile's head, while others are holding its tail. The crowd is diverse in age and appearance. The ground is paved with light-colored stones. In the background, there are some buildings and a few trees. The overall scene suggests a public event or a display of a large animal.



școli din cinci orașe s-au înghesuit să  
scheletul dinozaurului Tyranosaurus Rex



ITMIA Cupa de Silos, Ploesti, Iulian Boguesi & Constanta de Siget nach Tesde si de renastitiei Inceput

[illegible]

And *Amure* continued to make important new Marxist discoveries. In 1962, for example, he published *La revolución socialista en el mundo*, in which he set forth his ideas on the development of socialism in the world as a whole. In 1963, he published *La revolución socialista en el mundo*, in which he set forth his ideas on the development of socialism in the world as a whole.



**Adults 25 to 54,  
Parents**

**Parents who  
Purchased a New  
Washer or Dryer in the  
Last 12 months**

**Parents who want the best for  
both their families and  
communities. They recognize  
the importance of  
environmental conservation  
and are willing to pay a bit  
more for 'green' products**





## Investment Target

Adults 25 to 54,  
Parents

Can make and  
track  
broadcast  
buys on this  
demo

## Tactical Target

Parents who  
Purchased a New  
Washer or Dryer in the  
Last 12 months

Helps us choose  
between Woman's  
World and Good  
Housekeeping

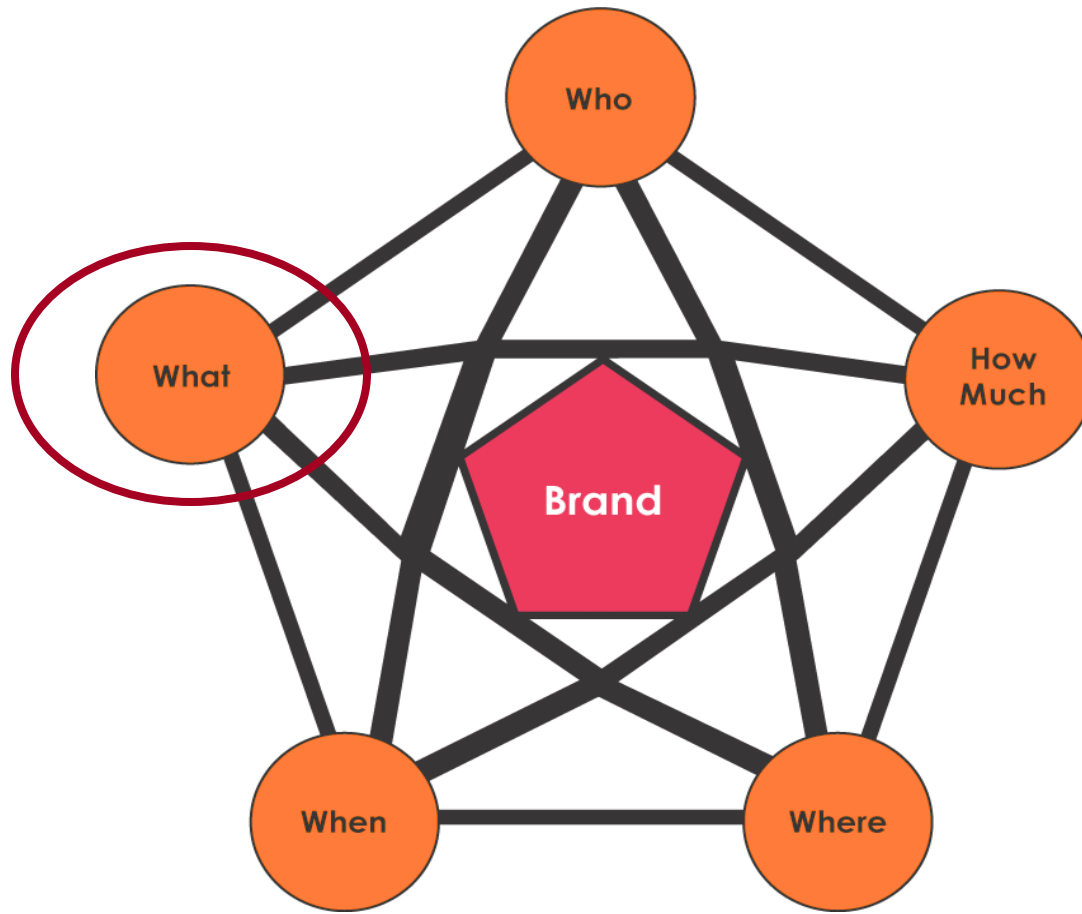
## Strategic Target

Parents who want the best for  
both their families and  
communities. They recognize  
the importance of  
environmental conservation  
and are willing to pay a bit  
more for 'green' products

Steers the plan and  
inspires ideas



# Contact Framework



# The WHAT

- The identification and evaluation of potential media contacts
- Goal is to find *the optimum mix* of contacts



Q1.

What **ROLE** should each **medium** play in delivering against the media objective?





## COMMUNICATION TASKS

Spark Interest	Build relevancy	Provide Information	Provoke Action	Build Advocacy
<i>"The new SUV is a great looking"</i>	<i>"I could really use it on my weekend camping trips"</i>	<i>"It has full time AWD and 8.5 inch clearance for serious off roading"</i>	<i>"They have terrific incentives going on right now"</i>	<i>"I need to brag about my new wheels to my buddies!"</i>

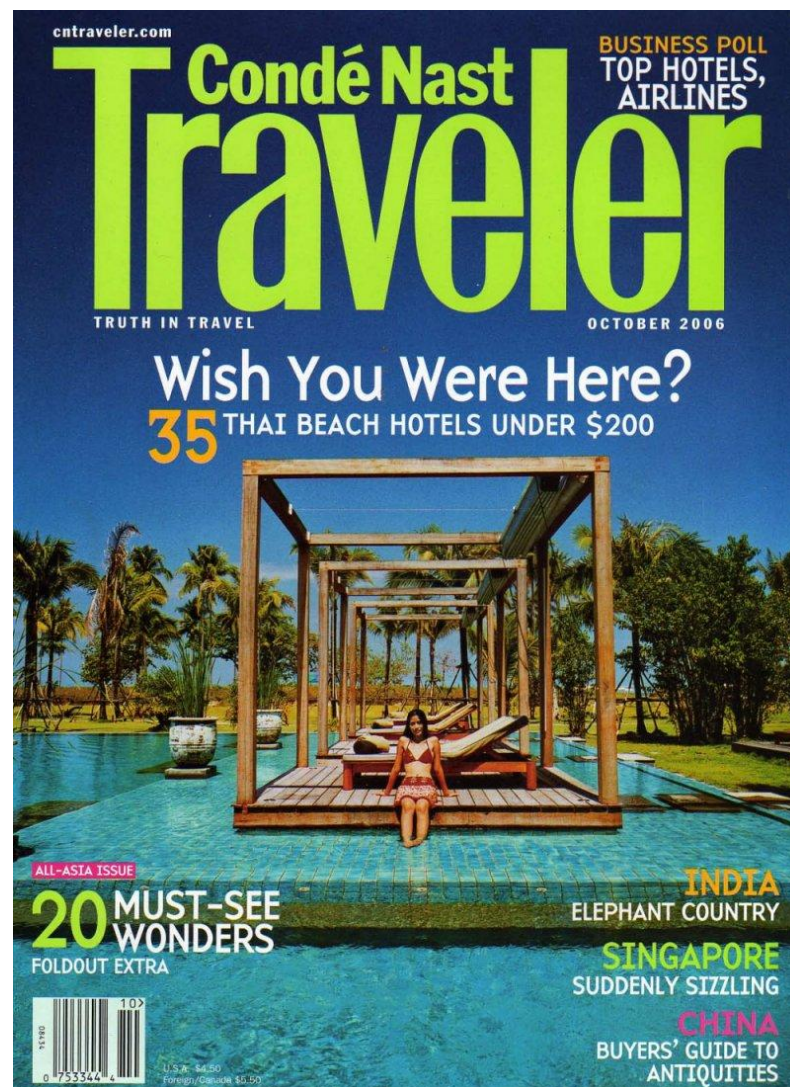
## MEDIA

<ul style="list-style-type: none"> <li>□ Television</li> <li>□ Out of Home</li> </ul>	<ul style="list-style-type: none"> <li>□ Print</li> <li>□ Online site specific</li> </ul>	<ul style="list-style-type: none"> <li>□ Online automotive shopping sites</li> </ul>	<ul style="list-style-type: none"> <li>□ Newspapers</li> <li>□ Radio</li> </ul>	<ul style="list-style-type: none"> <li>□ Direct</li> <li>□ Online</li> </ul>
<ul style="list-style-type: none"> <li>□ Highly visual</li> <li>□ Can build high levels of reach</li> </ul>	<ul style="list-style-type: none"> <li>□ Can attach brand to target passions and interests</li> </ul>	<ul style="list-style-type: none"> <li>□ Where most new car shoppers go for unbiased reviews and information</li> </ul>	<ul style="list-style-type: none"> <li>□ Used by in-market shoppers to find dealerships</li> <li>□ Radio can create a sense of urgency</li> </ul>	<ul style="list-style-type: none"> <li>□ Can leverage database to reward purchasers</li> <li>□ Can leverage social media to share experiences</li> </ul>



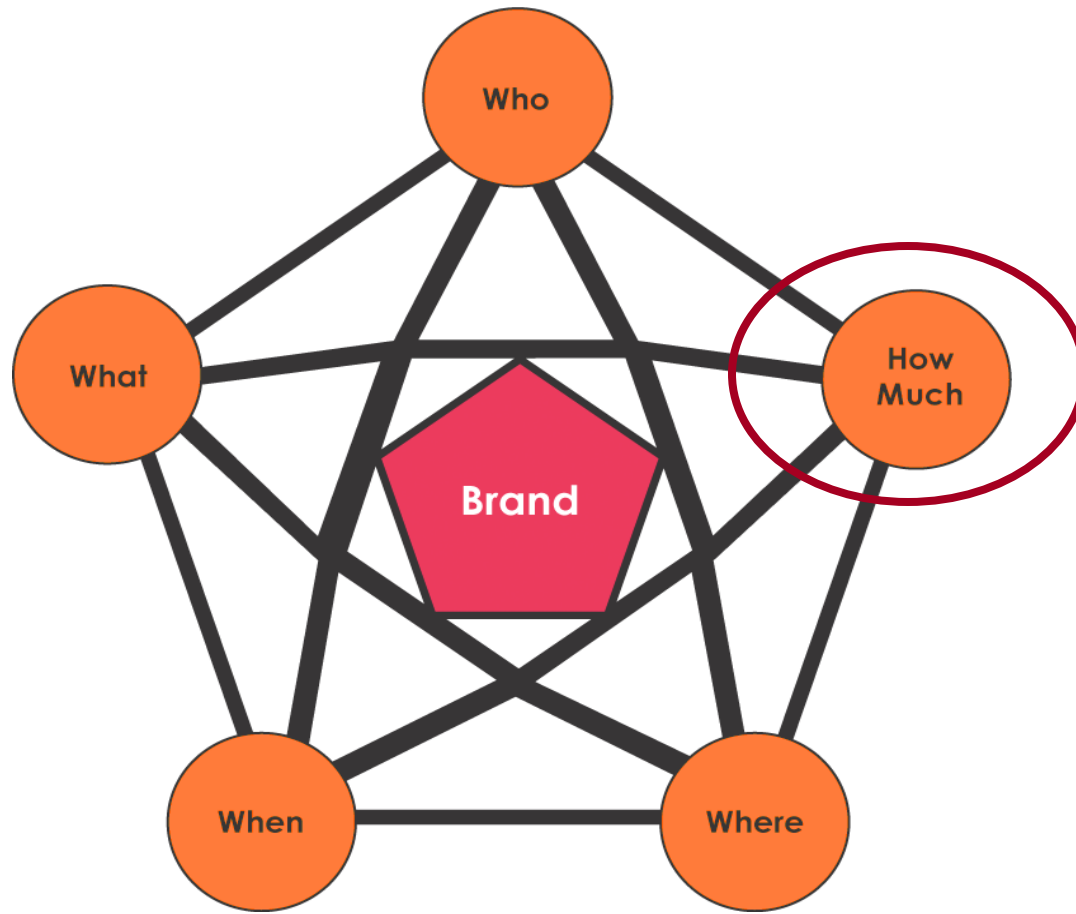
Q2.

Within each medium  
which *vehicles* should  
we select?





# Contact Framework





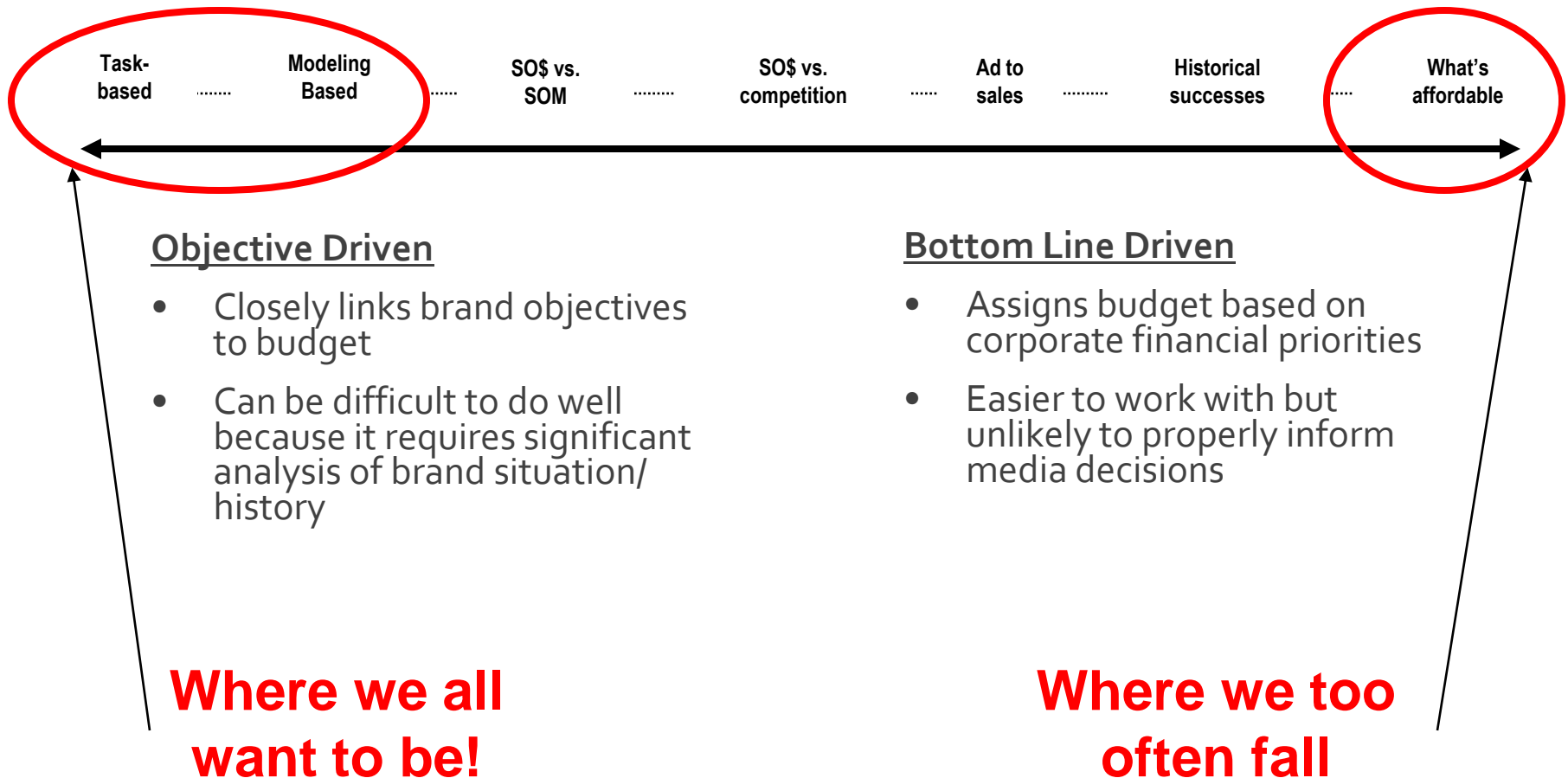
# The HOW MUCH

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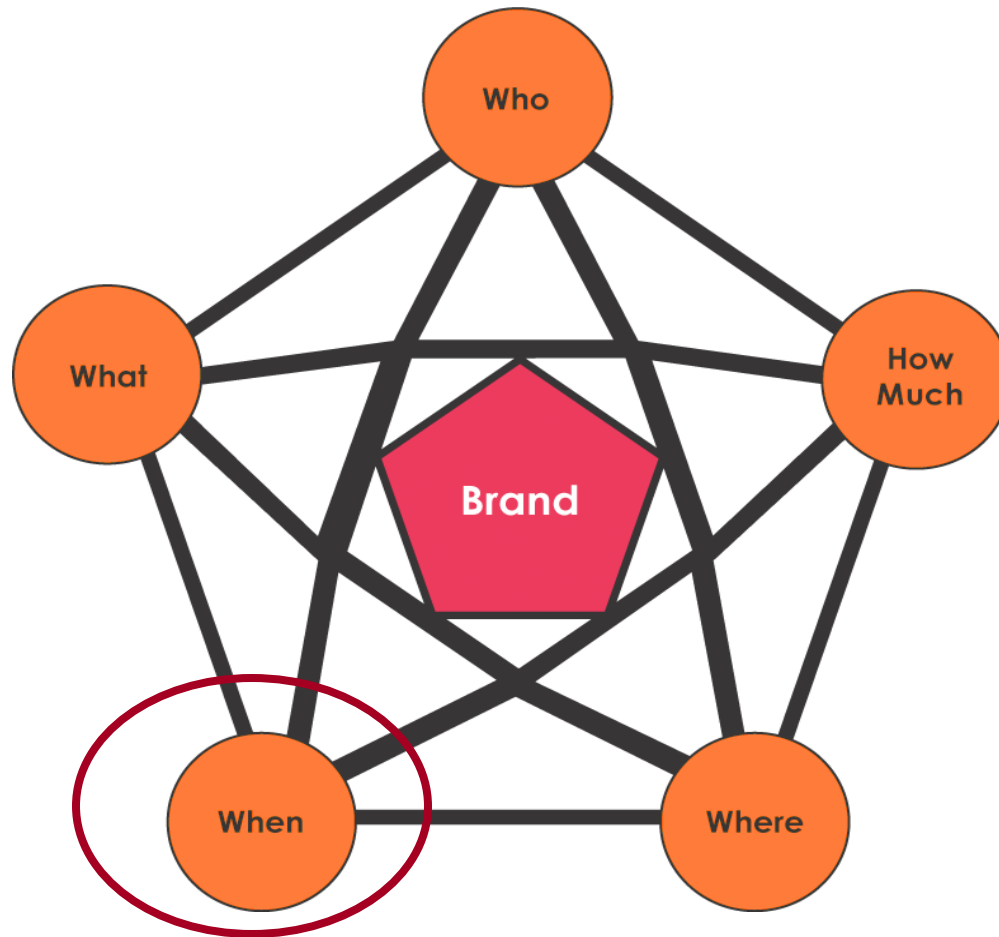
- ❑ A set of decisions related to the ***degree of*** support required to move key metrics
- ❑ Ideally, a benchmark that optimally uses resources to ***"tip the scales"*** with as little waste as possible



## Continuum of Budget Setting Methods



# Contact Framework



# The WHEN

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- Concerned with the *scheduling and timing* of a media plan
- Ideally contacts are scheduled to take advantage of *calendar opportunities*





# Seasonality a key factor to drive visitation

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**Consider  
time-of-day  
based  
strategies**





JUNE - AUGUST 1997 : TUBE CARD



JUNE - AUGUST 1997 : TUBE CARD

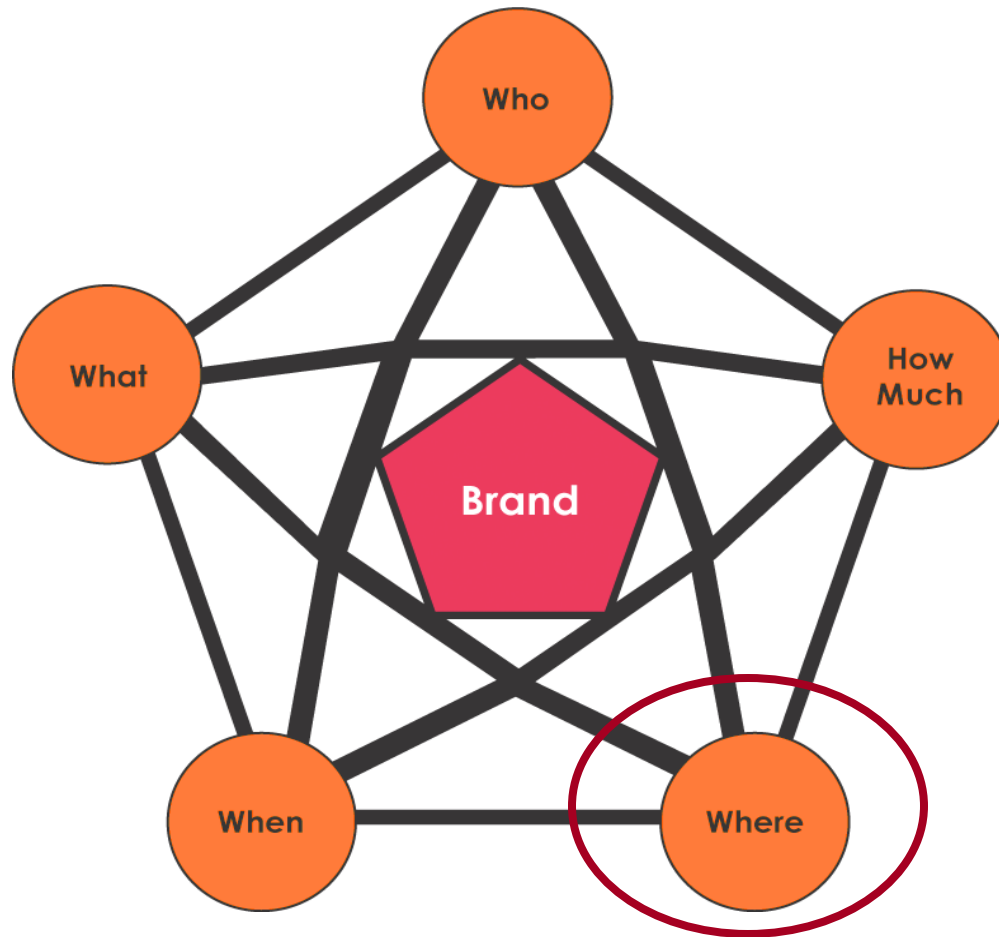


OCTOBER - NOVEMBER 1997 : TUBE CARD





# Contact Framework





# The WHERE

- Relates to the strategic use of *location and geography* to optimize plan resources
- Growing factor as new media allows for highly targeted messaging to specific geographies and locations



## Place as a strategy

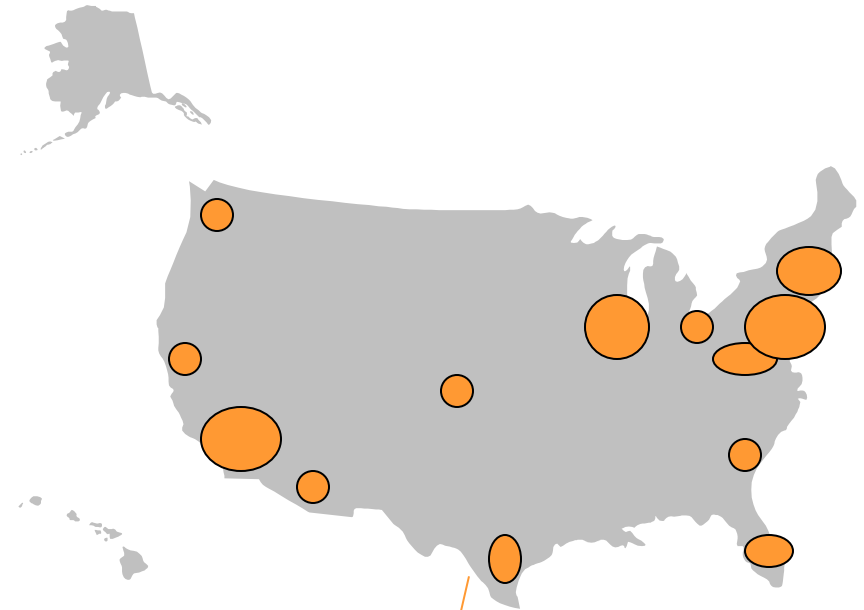
*"Through geographic  
strategy  
we can become the big  
fish  
in the small pond"*



## Geographic Focus can make a small budget seem larger



**20 weeks  
NATIONAL  
COVERAGE**



**40 weeks  
40% U.S.  
COVERAGE**



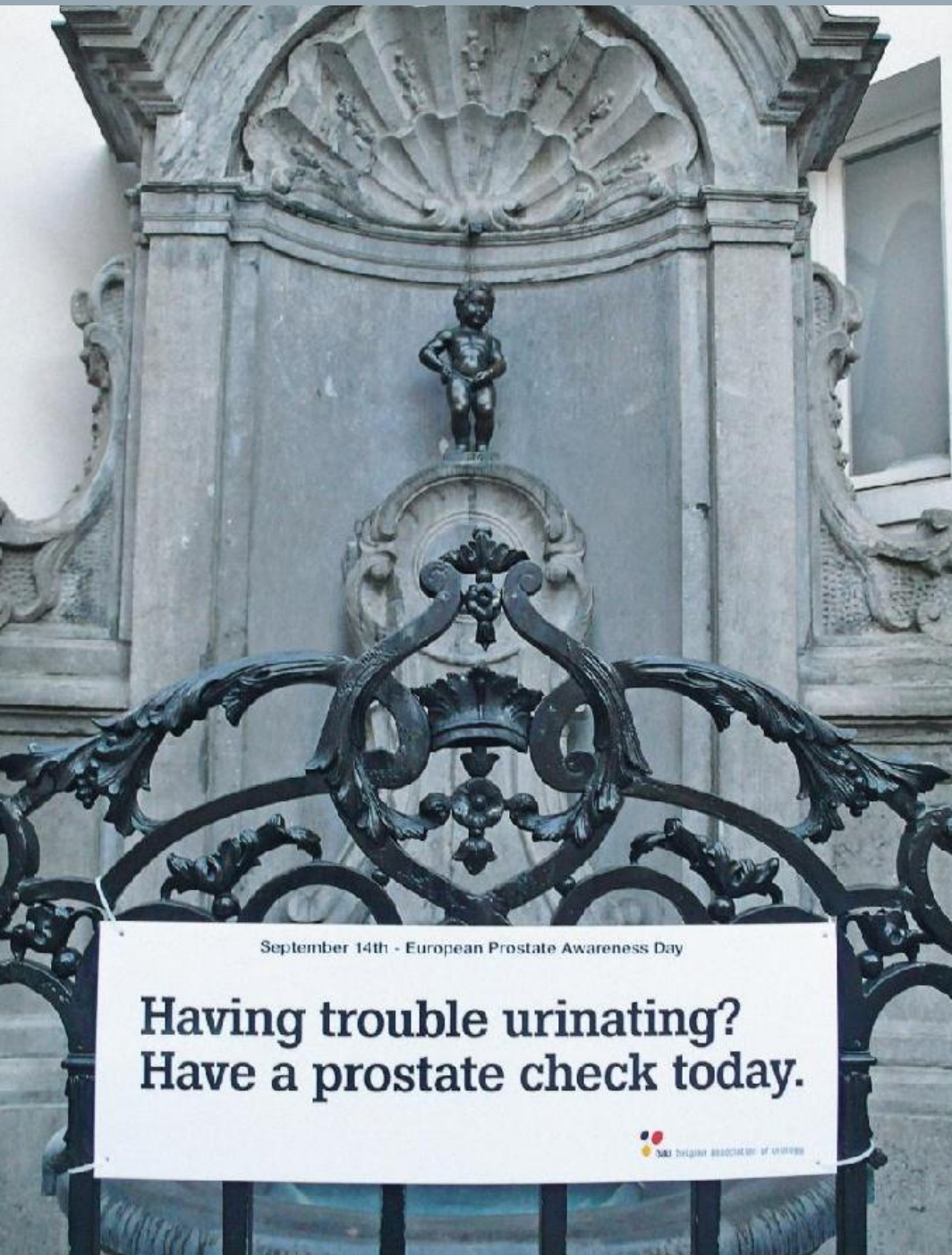




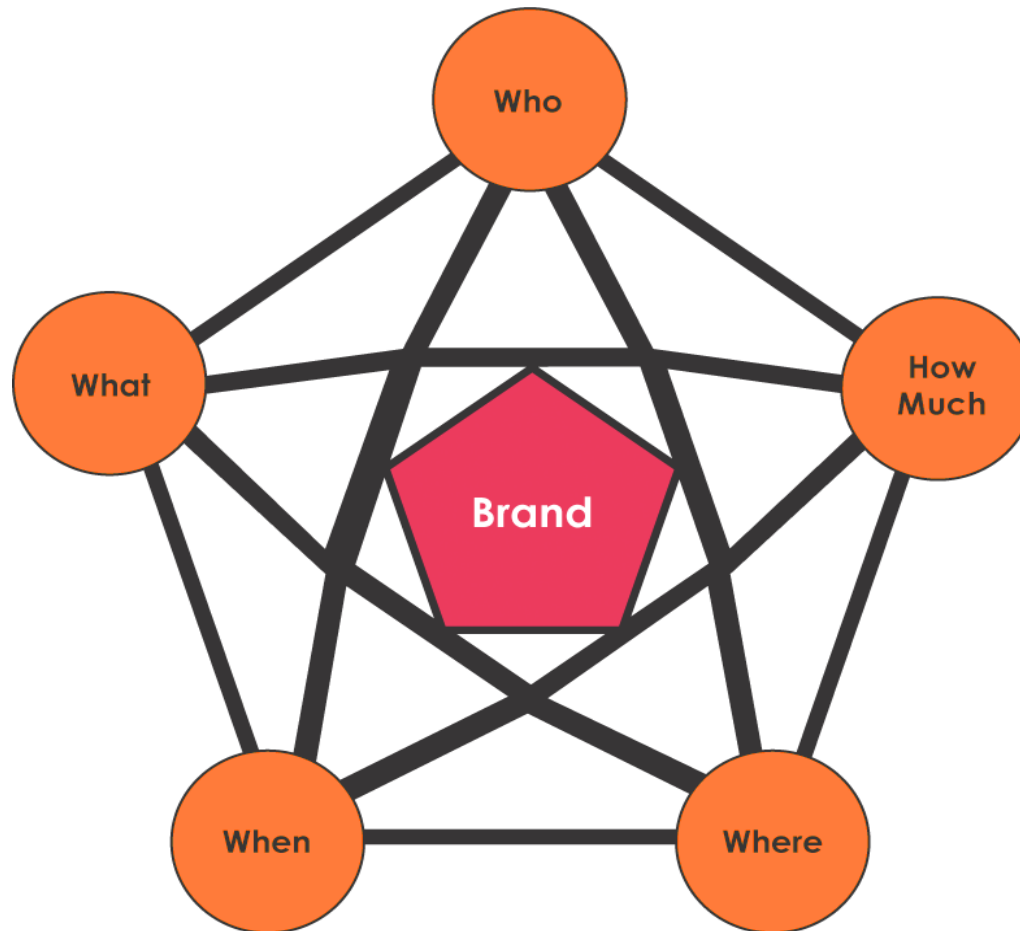


Asking  
**WHERE**  
can  
inspire

# The DRIPPING MONUMENT



# Contact Framework



## Let's go back to the call....

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- Brochure requests?
- Family travelers?
- Magazine or online?
- Winter visitations ?
- Tucson?
- Is 10,000 requests enough?

**Media Objective**

**Who**

**What**

**Where**

**When**

**How Much**







Bringing The Plan to Life



**The Contact  
Framework drives  
the activation of  
your plan**

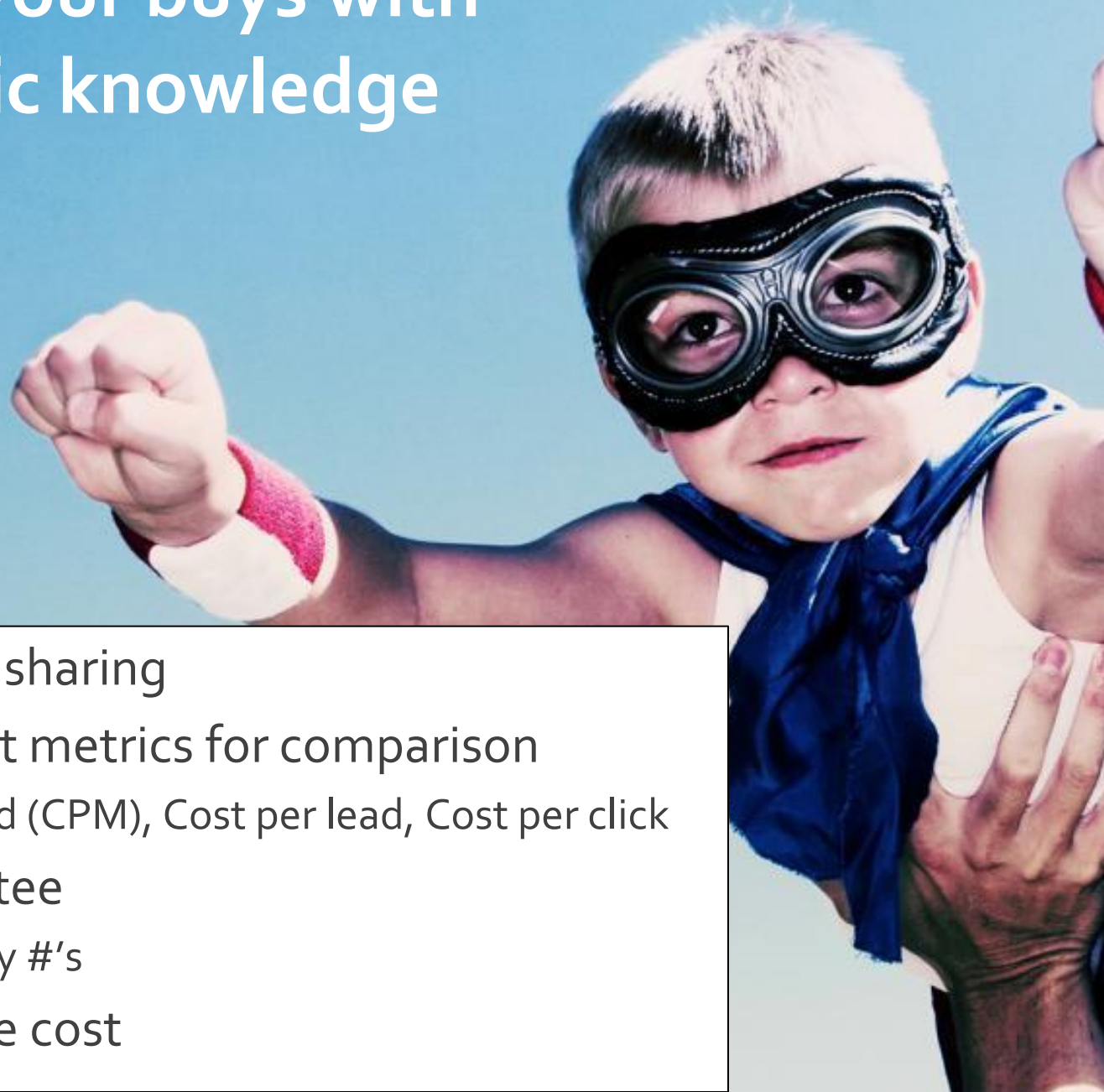




## Share and Partner

- Don't go it alone
- Partner with media
- Share your objectives, goals, needs, wants, etc.
- <http://travelmontana.mt.gov/consumermarketing/media.asp>

# Empower your buys with some basic knowledge



- Partner spirit and sharing
- Find common cost metrics for comparison
  - Cost per thousand (CPM), Cost per lead, Cost per click
- Audience Guarantee
  - Audits, third party #'s
- Total Value vs. the cost



# The Decision Framework / Scorecard

- How to set it up:

Cover three key bases

- Audience
- Value
- Communications context

Keep it simple

- Model is most useful when factors are few and priorities are clear

Make it quantitative

- Assign weights to factors
- Develop scoring scale

	Evaluation Criteria & Weights					
	Qualitative			Quantitative		
Contact	Relevant Context	Mindset	Fit	Reach	Efficiency (CPM / CPC)	Overall Score
	25%	20%	15%	15%	25%	
Google.com	2	4	4	5	5	3.90
Amazon	3	3	4	4	3	3.30
Interclick	2	3	5	4	3	3.20
MSN	3	3	3	4	3	3.15
Vibrant Media	2	4	3	1	3	2.65
Socialmedia.com	3	3	1	4	2	2.60
Valueclick	2	3	2	3	3	2.60
Facebook.com	3	3	3	2	2	2.60
Foodnetwork.com	4	3	2	1	1	2.30
Gather.com	2	3	1	2	3	2.30
Platform A	2	3	3	3	3	2.00
About.com	3	2	2	1	1	1.60



# Measuring Plan Results

‘You can’t manage what you don’t measure’



# The Measurement Challenge



## Metrics:

- Exposures/ Ratings
- Reach and Frequency
- When the exposures occur
- Where the exposures occur
- Delivery levels within the target vs outside the target

## Metrics:

- Attentiveness at time of contact
- Time spent with contact
- Seeking out more information about the brand
- Participating in more levels (eg. clicking through, digging deeper)
- Engaging in conversation about the brand
- Association of the brand with the medium or content

## Metrics:

- Recalling the contact
- Thinking, feeling or behaving differently about the brand
- Advocating the brand
- Number of people considering or favoring the brand
- Number of people thinking the brand is for them/ fits their need
- Price premiums consumers are willing to pay for a brand



# Different Goals Require Specialized Metrics

Goal	Possible Metrics
Awareness	Impressions Aided and Unaided awareness lift Initial visit to Website
Consideration	Interactivity/Time Spent Consideration Lift Time Spent on Website
Preference	Specific Action Taken on site (, etc) Favorability score lift
Intent	Visit to Intent to Travel areas: Places to stay, Vacation Planner, etc, initial click to Book Direct Calling 1-800 number Overall Intent measure
Purchase	Conversions on Book Direct Post campaign tracking
Advocacy	Blog mentions; brand social scores; Social network groups Video Passalong Positive/Negative sentiment; Brand momentum

# What should you do now?

## Understand the Landscape

- Social Network
- Download apps
- Blog
- Stumble around online
- Try a smart phone

## Build Your Plans

- Build objective
- Define your target
- Create the Framework
- Set your Measurements

**Have Fun Exploring!**



